



2022 Annual Report

Progress Toward A Smoke-Free World

165

Awarded Grants

52

Grant Focus Countries

559

Publication Citations

3,128

Secondary Citations

The data above reflects cumulative figures since 2017.

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A Letter From Our Board Chair



There are more than 1 billion smokers in the world and smoking remains the leading cause of preventable disease and premature death. In 2022, the Foundation continued to pursue its mission to end smoking in this generation with the urgency it demands. I feel this sense of urgency on a profoundly personal level, and I am proud to devote my time and energy to this most compelling cause.

During the first year of the Foundation's 2022-2024 Strategic Plan, we intensified our global work funding solutions to help adult smokers quit or switch to reduced-risk products. The Foundation's grants are supporting smoking cessation and tobacco harm reduction research in 52 countries.

We are pleased to share that we've achieved the following toward our goals and mission.

- We funded a grant that revealed that most doctors around the world mistakenly attribute the negative health consequences of smoking to nicotine, significantly jeopardizing the adoption of tools that help smokers quit.
- Our grants supported education initiatives for scholars who will play a critical leadership role in advancing cessation, tobacco harm reduction, and agricultural innovations that will help drive a culture change and a greater understanding of the dangers associated with tobacco use and dependence.



- We funded the second edition of the Tobacco Transformation Index® in support of the Foundation's theory of change, which is predicated on the forces of competition, differentiation, and constructive engagement to indirectly influence industry behavior. To end smoking in this generation means we must also focus on attaining change within the global tobacco industry
- Our grants also are helping to transform Malawi's agricultural sector by reducing their dependence on tobacco exports. These grants include providing farmers with research and education so they can make economically viable, data-driven decisions that reduce their dependence on tobacco farming in favor of alternative livelihoods.

Looking ahead, our grantmaking will continue to focus on research and other charitable efforts that are aligned with the goals in our Strategic Plan. Impact will be achieved by partnering with researchers and stakeholders who share our vision of a world where smoking-related deaths and diseases are eliminated.

I am honored to work alongside the Foundation's talented grantees, staff, leaders, and my fellow Board members, who have a determined focus on excellence, and who have enabled the Foundation's accomplishments. The ultimate measure of our success is a decrease in the use of combustible cigarettes and other forms of toxic tobacco, and we are determined to get there.

Thank you for your continued support.

A handwritten signature in cursive script that reads "Pamela J. Parizek".

Pamela Parizek
Board Chair

A Letter From Our Co-Presidents



In 2022, the Foundation issued its **Strategic Plan 2022-2024**, a roadmap for our grantmaking efforts and charitable activities, which re-emphasizes our commitment to novel and non-duplicative scientific research. We are pleased to report that we performed well in the first year of executing the Plan, achieving significant progress in our mission to end smoking in this generation.

Throughout the year, the Foundation funded 60 grants in 17 countries. The 26 new grants funded in 2022 included research in low- and middle-income countries and marginalized communities, and focused on, among other things, efficacy, and long-term effects of tobacco harm reduction (THR) products, nicotine and its role in human health, and economics associated with THR products. The grants led to the development of nearly **70 publications, reports, and papers** which were presented in scientific journals and other media.

We are well on our way to achieving the goals set out in the Strategic Plan.

The Foundation's 2022 Grantmaking Impact Against Its Goals And Mission

Reduce barriers to quitting and/or switching from combustibles and other toxic tobacco products.

The Foundation continued to fund impactful grants to ECLAT SRL at its Center of Excellence for the Acceleration of Harm Reduction (CoEHAR). Notably, in 2022, Professor Riccardo Polosa, founder of the CoEHAR, was recognized as the most cited scientist by Plos Biology.



The Foundation also continued to fund the Rose Research Center, which conducted innovative research studies in the United States, and the Centre for Health Research and Education, which trained and empowered mental health professionals in the United Kingdom and India to provide their adult patients who smoke with tobacco cessation support.

With a grant from the Foundation, ABF GMBH laboratories developed a clinical research protocol to evaluate the efficacy of THR products and tools for smokers to quit combustible tobacco products, with a focus on applicability to low- and middle-income countries. The Knowledge Action Change (KAC) Global State of Tobacco Harm Reduction series, which the Foundation funded, examined the public health implications of THR in thematic briefing papers and a global [online database](#). With funding from the Foundation, KAC also continued to sponsor a one-of-a kind Tobacco Harm Reduction Scholarship Programme, which builds human capacity in this area.

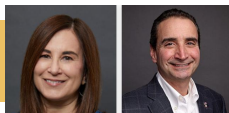
Strengthen understanding, knowledge, and research capacity in the area of tobacco harm reduction and its role to end smoking.

The Foundation's grant to Sermo, a social media network for physicians in 150 countries, promises to have a unique impact on strengthening understanding and knowledge in the area of THR.

Sermo conducted a global Doctors' Poll of nearly 16,000 physicians in 11 countries. This grant develops actionable insights for medical professionals in accelerating an end to smoking. The Doctors' Poll results will be available in June 2023

Drive the transformation of tobacco companies.

In 2022, the second edition of the [Tobacco Transformation Index®](#), was published, following two years of research into the efforts of the world's 15 largest tobacco companies to reduce the harm of their products for the benefit of public health.



The 2022 Index shows that differentiation is forming across the companies related to progress, or the lack thereof, toward harm reduction. To provide stakeholders with additional data and insights, several supporting **Index reports and research materials** were published.

Similarly, the Foundation provided a grant to Physicians Research Institute, an organization devoted to providing direct assistance and research information to State Medical Societies, to fund the efforts of Dr. Cheryl Olson, Sc.D. Dr. Olson, who holds a doctorate from the Harvard School of Public Health and is a former member of Harvard Medical School, prepared the report **Vaping as a Harm Reduction Solution to Tobacco Use for Physicians.**

In addition, the Foundation funded grants to study the economics associated with THR around the world, working with prestigious researchers, including at Cornell University.

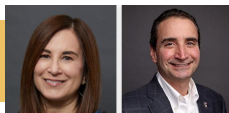
The Foundation also made grants to dispel the misinformation and disinformation about THR and nicotine, working with researchers from Mexico, Pakistan, Bangladesh, and Philippines.

Support development of diversified agricultural ecosystems in Malawi.

The progress achieved through our grantmaking in Malawi includes programs **at the Centre for Agricultural Transformation**, which help smallholder farmers make economically viable, data-driven decisions for diversifying their livelihoods. Approximately 40,000 smallholder tobacco farmers have benefitted from these programs and have adopted new value chains and technologies, leading to a 36% increase in crop productivity. Female smallholder tobacco farmers experienced a 170% increase in farming revenues with alternative crops.

Strengthening the Foundation's future and looking to 2023.

To strengthen our organization and its future, the Foundation added expertise in the areas of public health, research, economics, and business transformation by hiring experienced personnel and forming key partnerships.



In 2023, we look forward to continuing to make measurable progress against our Strategic Plan goals, which starts by welcoming new grantees. We also will make new grants to address emerging challenges, including funding research toward solutions around waste from reduced-risk products. Supporting research in this important area is another step toward ensuring that the Foundation's grantmaking portfolio comprehensively addresses all the issues relevant to achieving a smoke-free world.

Thank You To Those Who Make It Possible

The Foundation's success in 2022 was brought about by dedicated mission-driven people. Our staff is a diverse group of individuals, spread over six countries, who have a collective sense of purpose and community. In part, this commitment to the Foundation is inspired by our organizational values, which include our collective focus on excellence and strong sense of urgency. These shared priorities have contributed to the Foundation's achievements in innumerable ways.

The Foundation's grantees are essential to us achieving our mission. We make grants to well-respected academic and scientific institutions around the world. The projects we fund are carried out by exceptional researchers and scientists who care deeply about their work and our collective goal of ending smoking in this generation.

We thank all the people who work with us and, of course, our exceptional Board of Directors, for their extraordinary engagement and contributions.

Heidi Goldstein

Interim Co-President,
Executive Vice President,
Chief Legal Officer

David Janazzo

Interim Co-President,
Executive Vice President,
Operations and Finance CFO

Our Mission Is To End Smoking In This Generation

The Foundation for a Smoke-Free World is an independent, U.S. nonprofit 501(c)(3) grantmaking organization with the purpose of improving global health by ending smoking in this generation. Our vision is a world in which combustible, other forms of toxic tobacco, and smoking related death and disease are eliminated, and tobacco-dependent agriculture and economies are diversified.

Impact By The Numbers



The Foundation expends its grantmaking efforts and charitable funds on the following

Five Goals



Reducing Barriers

Reduce barriers to quitting and/or switching from combustibles and other toxic tobacco products.

[Read more —>](#)



Tobacco Harm Reduction

Strengthen understanding, knowledge, and research capacity in the area of tobacco harm reduction and its role to end smoking.

[Read more —>](#)



Agricultural Diversification

Support the development of a diversified agricultural ecosystem in Malawi to lead smallholder farmers toward alternative livelihoods.

[Read more —>](#)



Transforming Tobacco Industry

Drive the transformation of tobacco companies for the benefit of public health.

[Read more —>](#)



Foundation's Future

Strengthen the Foundation's future to fulfill its mission.

[Read more —>](#)



Reducing Barriers & Tobacco Harm Reduction

2022 Achievements

The following Foundation for a Smoke-Free World grantees are leading grant projects that reduce barriers to quitting and/or switching from combustibles and other toxic tobacco products, and strengthen understanding, knowledge, and research capacity in the area of tobacco harm reduction and its role to end smoking.

Rose Research Center

The **Rose Research Center** (RRC) is a research facility based in Raleigh, North Carolina that specializing in tobacco dependence research, including research on smokers, addiction, smoking cessation, tobacco harm reduction and the use of other tobacco products. In 2022, the center conducted seven human subject studies. If proven to be efficacious, RRC's innovative pharmaceutical approaches could be considered the first key development in the field of pharmacotherapy in 15 years (since Varenicline).



Centre For Health Research And Education

The **Centre for Health Research and Education**, an independent healthcare company, developed a range of end-to-end healthcare projects to reduce the barriers to quitting or switching in the context of healthcare delivery. Their work includes a program that trains and empowers mental health professionals to provide their adult patients who smoke with tobacco cessation support. The implementation of their smoke-free mental health hospital program in the United Kingdom and India ensures that nicotine replacement support is provided to patients upon admission, throughout their stay, and beyond.

Knowledge·Action·Change

Knowledge·Action·Change (KAC) is a public health organization that maps the global, regional, and national availability of tobacco harm reduction products, and the regulatory responses to these products. Their Global State of Tobacco Harm Reduction series examines the public health implications of tobacco harm reduction (THR) in thematic briefing papers and a global **online database**. KAC also runs the Tobacco Harm Reduction Scholarship Programme to strengthen capacity, particularly in low- and middle-income countries, for THR research and activities. In 2022, KAC published six briefing papers and two reports.



Cornell University

Cornell University's Foundation grant work examines consumer behavior in response to tobacco harm reduction policies in several countries, including Australia, Indonesia, Malaysia, and the United Kingdom. The research work has yielded several working papers that have been published at the National Bureau of Economic Research, with additional publications pending. Cornell also is developing empirical evidence using cost-benefit analysis to help understand public policies and end smoking in this generation.

ABF GMBH

ABF GMBH is a well-respected bioanalytical laboratory whose grant from the Foundation focused on the analysis of biomarkers of exposure and biomarkers of potential harm within clinical and epidemiological studies. Through its grant work with the Foundation, ABF is assessing the body of research on the role of nicotine in human health and medical conditions to provide a summary of the evidence on whether nicotine's role in the development of a disease is probable, likely, possible, non-existent, or unknown. Additional work also includes the development of a clinical research protocol to evaluate the efficacy of tobacco harm reduction products as tools for smokers to quit combustible tobacco products with a focus on applicability to low- and middle-income countries.



ECLAT Srl

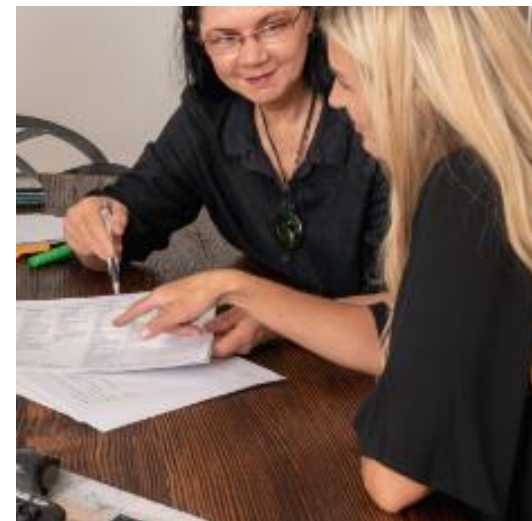
ECLAT Srl, a dedicated spinoff of the University of Catania in Italy, supports the **Center of Excellence for the Acceleration of Harm Reduction** (CoEHAR). CoEHAR is a multidisciplinary research center focused on the study of tobacco harm reduction that acts as a hub for the global coordination of scientific research programs and training. CoEHAR and the scientists affiliated with the research center have secured 128 scientific publications in prestigious journals dedicated to harm reduction over the last four years. In 2022, Professor Riccardo Polosa, founder of the CoEHAR, was recognized as the **most cited scientist by Plos Biology**, and CoEHAR's research studies were published in nine scientific publications.



Riccardo Polosa, Founder Of CoEHAR

Centre Of Research Excellence: Indigenous Sovereignty & Smoking

The Centre of Research Excellence: Indigenous Sovereignty & Smoking (COREISS) focuses on tobacco use, tobacco harm reduction, and capacity building in indigenous people worldwide. The centre evaluates and advances knowledge and understanding of tobacco use among high priority/high risk groups; designs and assesses interventions to reduce the harms caused by toxic forms of tobacco used in these groups; and builds indigenous and marginalized peoples' capacity to effectively respond to the opportunities and issues identified. COREISS published four research studies in 2022.



Will Godfrey, Executive Director of the Influence Foundation

The Influence Foundation

The Influence Foundation is a nonprofit organization based in New York. It advocates for harm reduction and many connected causes through journalism, specifically through ***Filter***, the publication it owns and operates. *Filter's* mission makes the publication a natural proponent of tobacco harm reduction to save lives, promote public health and address health and human rights disparities. The leading online venue for harm reduction journalism, *Filter* has attracted over 4.5 million unique direct visitors since its launch in 2018. In 2022, *Filter* published well over 100 investigative reports, essays, op-eds, interviews and news articles about tobacco harm reduction.

Alternative Research Initiative Pakistan

Alternative Research Initiative (ARI) provides researched-based solutions and raises awareness to reduce barriers for smokers to access tools to quit or switch to harm reduction products in Pakistan. With nearly 29 million tobacco users, Pakistan is considered one of the top 15 countries with a heavy burden of diseases because of combustible smoking. In 2022, ARI produced a talk show on Radio Pakistan, the country's national radio broadcaster, that featured cessation and harm reduction experts, doctors and researchers who spoke directly to smokers who called into the program seeking information about quitting solutions.



Daud Rahim, Lead Researcher at Alternative Research Initiative

Healthy Initiatives

Healthy Initiatives is a nonprofit organization that aims to promote and strengthen public health by implementing research and education projects that address the risk of non-communicable diseases, targeting the contributing risk factors like combustible cigarettes in the former Soviet Union region. Their Foundation-funded grant research evaluated smoking cessation and harm reduction support available for smokers and identified education needs. Healthy Initiatives also researched the impact of the illicit cigarette trade on smoking prevalence and revenue. To disseminate its findings, Healthy Initiatives hosted seminars in Ukraine and Georgia with key stakeholders.



Nataliia Toropova, Head of Healthy Initiatives

Movimiento Pro Vecino

Movimiento Pro Vecino, a nonprofit organization based in Mexico, is raising awareness about tobacco harm reduction (THR) among the regional population in Latin America (Chile, Costa Rica and Brazil) and Mexico. In 2022, the organization hosted seminars with media journalists, healthcare providers and harm reduction organizations to plan effective and efficient strategies that will dispel misinformation about THR. In addition, Movimiento launched a campaign among key stakeholders that included the development and dissemination of evidence-based cessation and THR materials, as well as trainings.



Marcela Madrazo, Senior Coordinator
at Movimiento Pro Vecino



An aerial photograph of a rural landscape, likely in Malawi, showing a network of roads and agricultural fields. A prominent road or river winds through the center of the image, surrounded by green fields. The overall tone is muted, with a purple-grey overlay.

Agricultural Diversification

2022 Achievements

To address the agriculture impact of the declining demand for tobacco in Malawi, a country where tobacco accounts for more than 60% of the country's total earnings, the Foundation is making grants that will help diversify Malawi's tobacco dependent economy. The Foundation's affiliate, the Agricultural Transformation Initiative, is managing the following Foundation grant projects that are exploring and promoting sustainable agricultural alternatives for smallholder tobacco farmers and tobacco land.

MwAPATA Institute

The MwAPATA Institute is an independent agricultural policy think tank in Malawi. It is funded in part by grants made by the Foundation through Michigan State University. The Institute generates evidence that it uses as it engages the Executive Branch of Malawi's Government, Malawi's private sector, and civil society stakeholders in applied policy analysis, capacity building, and agricultural diversification coordination. In 2022, the MwAPATA Institute achieved, including other things, the following:

- Hosted eleven events (policy conferences, roundtable meetings, and policy seminars) with key stakeholders and experts to communicate research with the public and drive conversation about issues impacting Malawi agriculture.
- MwAPATA website published evidence-based research including a working paper, eight policy briefs, and four reports. The site reported 19,888 page views/visits.



Human Capacity Development

The Foundation believes human capacity building is needed for the development and adoption of agricultural diversification in Malawi. Therefore, Foundation grants are supporting three scholarship programs: The Agricultural Transformation Initiative Fellowship and Scholarship Fund, the Centre for Agricultural Transformation Scholarship program and the Rotary Club Scholarship program. These scholarship programs provide promising students with opportunities to study in leading international institutions. In 2022, a total of 38 master's students and postdoctoral fellows furthered their education in areas relevant to agricultural diversification.



The Agricultural Transformation Initiative Fellowship & Scholarship Fund

Centre for Agricultural Transformation

Centre for Agricultural Transformation (CAT) is a science, business, and technology incubation hub that brings together farmers, researchers, businesses, aspiring entrepreneurs, academia and students. The goal of the CAT is to transform Malawian agriculture systems and the lives of smallholder farmers by giving them access to innovation in agricultural science and technology. In 2022, the CAT achieved several successes, including:

- Helped 80% of smallholder farmers (the CAT works with) adopt new innovations and they increased their productivity by 36%.
- One of their business incubation commercialization partners provided interventions to cattle farmers that increased their yields from 5-8 liters of milk per cow to 15-18 liters per cow.
- An impact survey among targeted farmers demonstrated an increase of farmer incomes by 165%.
- Explored over 10 value chains that are becoming popular with smallholder farmers: groundnuts, soybean, sunflower, pulses, livestock, mushrooms, bananas, dairy, garlic, chia, sesame, upland rice, cassava, honey and alternative protein for animal feed.



Macleod Nkoma
Executive Director
Centre For Agricultural
Transformation



Centre For Agricultural Transformation:
2022 Smallholder Farmer Impact



Transforming Tobacco Industry

2022 Achievements

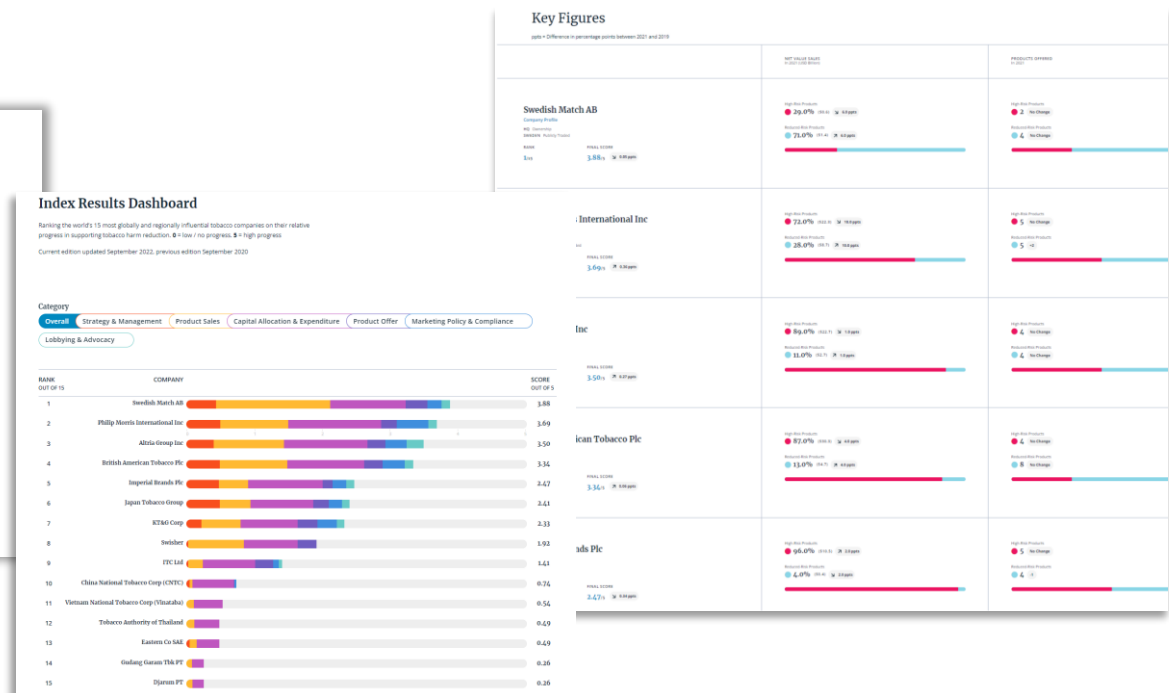
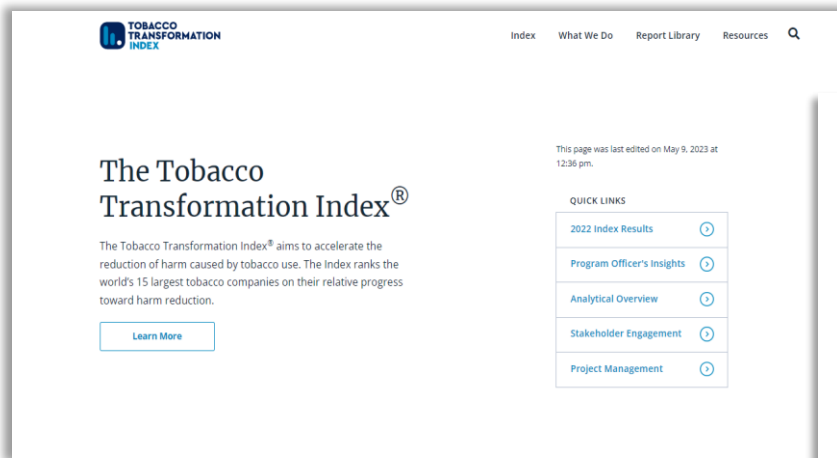
**TOBACCO
TRANSFORMATION
INDEX**

Transforming Tobacco Industry

2022 Achievements

In support of its mission to end smoking in this generation, the Foundation's Industry Transformation initiative focuses on attaining change within the global tobacco industry for the benefit of public health. The initiative's [Tobacco Transformation Index®](#) is the first index to rank the world's largest 15 tobacco companies (accounting for nearly 90% of global cigarette volume) on their relative performance, commitment, and transparency in supporting tobacco harm reduction.

The 2022 Tobacco Transformation Index, which follows the first edition that was published in 2020, shows that differentiation is forming across the 15 largest tobacco companies related to progress toward harm reduction or the lack thereof. It evaluates tobacco companies' behavior across six measurement categories and 35 underlying indicators that cover areas of harm reduction, from capital investment to product sales, and marketing policies.

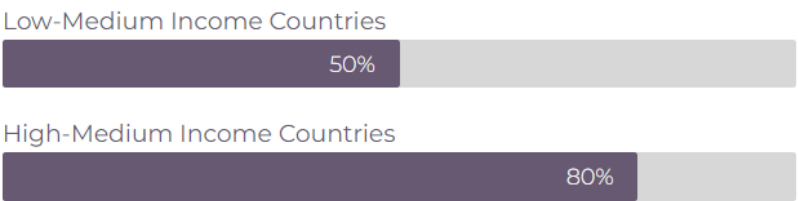


2022 Tobacco Transformation Index

Key Findings

- High-risk products made up around 95% of retail sales by volume across the 15 biggest tobacco companies in 2021; Reduced-risk products 5%
- For the 15 Index Companies combined, in 2021, about 97% of Reduced-risk product sales on a per-stick equivalent basis were in high-medium income countries, with only 3% in low-medium income countries.
- Momentum toward tobacco harm reduction is developing across a subset of the 15 companies, albeit at varying degrees

In 2021, Reduced-Risk Products Were Available In



According to the 2022 Tobacco Transformation Index, reduced-risk products (RRPs) were available in 26 out of the 36 Index countries as of the end of 2021. Among these countries, RRP were available in six out of 12 low-income countries (50%) and 20 out of 24 high-income countries (80%).

Key Findings →

Transforming Tobacco Industry

2022 Achievements

In addition to the 2022 Tobacco Transformation Index, several **Index reports** were published to provide more data and insights to support investor choices, stimulate competition, and build effective information resources for stakeholders toward the process of change.

The **company-country reports** assess the 15 tobacco companies in the Index at a country level on activities related to tobacco harm reduction. During stakeholder consultation sessions, the need was identified to better assess company performance at the country level. Index research indicates that tobacco companies do not consistently sell reduced-risk products in countries where they are legally allowed and also sell high-risk products (HRPs). Stakeholders noted that companies should be assessed by the Index for actions and outcomes under their control, while taking the country-level nicotine and tobacco regulatory context into account.

Theory Of Change

to achieve the goal of ending smoking by 2050.



This short animation explains how the Index can encourage industry transformation and accelerate tobacco harm reduction.

2022 Tobacco Transformation Index Reports

Industry Engagement Summary

Index Companies were given the opportunity to review and comment on the preliminary 2022 Index methodology, including proposed changes compared to the 2020 index and the data used to produce the company scoring and ranking

[Read more ►](#)

Stakeholder Consultation Report

This report provides an overview of Tobacco Transformation Index (“Index”) stakeholder engagement conducted during the Second Index Cycle (2021-2022), which culminated with the release of the 2022 Index.

[Read more ►](#)

Relative Risk Assessment

This relative risk assessment is based on a systematic review of previous scientific studies of the health risk associated with nicotine products. Studies are reviewed in detail to extract data and assess the level of risk for each product type.

[Read more ►](#)

Marketing Study

One of the Index’s core objectives is to assess company activity concerning “Preventing access and marketing of reduced-risk alternatives to all nonsmokers and non-users of high-risk products, especially youth.” The Index contains indicators which assess companies on a range of marketing related factors, including marketing policy, compliance, and expenditure.

[Read more ►](#)

Country Fact Sheets

The country fact sheets and interactive dashboard provide context for the Tobacco Transformation Index by highlighting the regulatory, socioeconomic, and competitive conditions of 36 countries within which the world’s 15 largest tobacco companies operate. Combined, the 36 countries covered represent approximately 85% of current global sales and consumption of tobacco products.

[Read more ►](#)

Index Company Feedback and Response

Consultations with industry are conducted by the Index Research Partner, Eurpmnitr International. Such consultations are designed to inform and update the 15 companies covered by the Index (“Index Companies”) about the program, obtain their feedback to proposed indicators, invite them to share data to be evaluated by the Index and to review and verify the independent research conducted by the Index Research Partner

[Read more ►](#)



The Foundation's Future

Strengthening the Foundation's future to fulfill its mission.

The Foundation is well positioned to advance progress against our mission to end smoking in this generation. As we look forward to the Foundation work planned in 2023 and beyond, our grantees will continue to play a pivotal role through the development of their individual projects, as well as through collaboration. By working together and supporting each other, the Foundation grantees are leveraging their strengths and maximizing innovation.

The Foundation's Future

Strengthening the Foundation's future to fulfill its mission.

In 2023

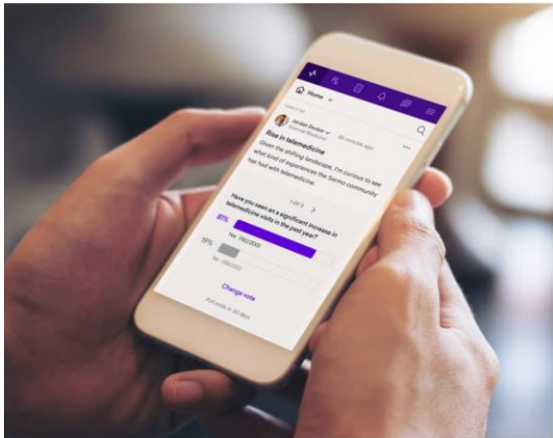
We welcome new grantees who share this collaborative spirit and will be addressing novel scientific research topics. Consistent with our Strategic Plan, the Foundation also will continue to fund grants in our three broad categories of work, in which we have worked since our inception: health and science research, agricultural diversification in Malawi and industry transformation. We will fund research regarding alternatives to cigarettes and other combustible tobacco products, attitudes, and opinions of the general public towards tobacco harm reduction, verification studies, and convening stakeholders around relevant topics.



We are pleased to share the following examples of key grant projects planned in 2023

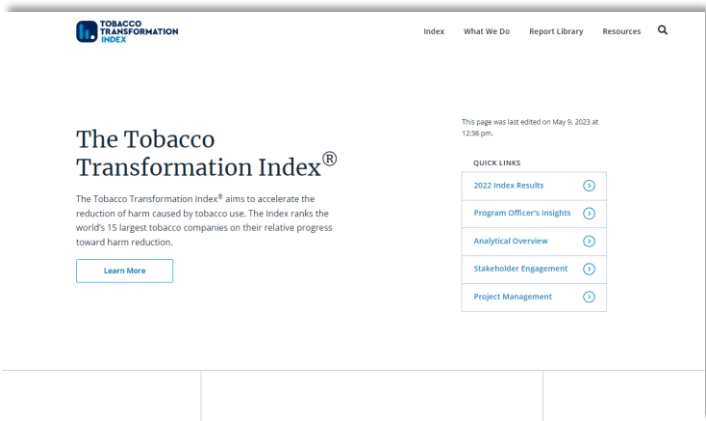
Doctors' Poll

Sermo, a private social media network for physicians in 150 countries, was awarded a grant to conduct a global survey of physicians to develop actionable insights for accelerating an end to smoking. Sermo utilized its global network of physicians and successfully enrolled nearly 16,000 participants for the survey, gathering valuable insights in 11 countries. Sermo's global Doctors' Poll reports include doctors' perspectives about nicotine and smoking, and their interactions with patients who smoke. These impactful results are expected to be released in June 2023.



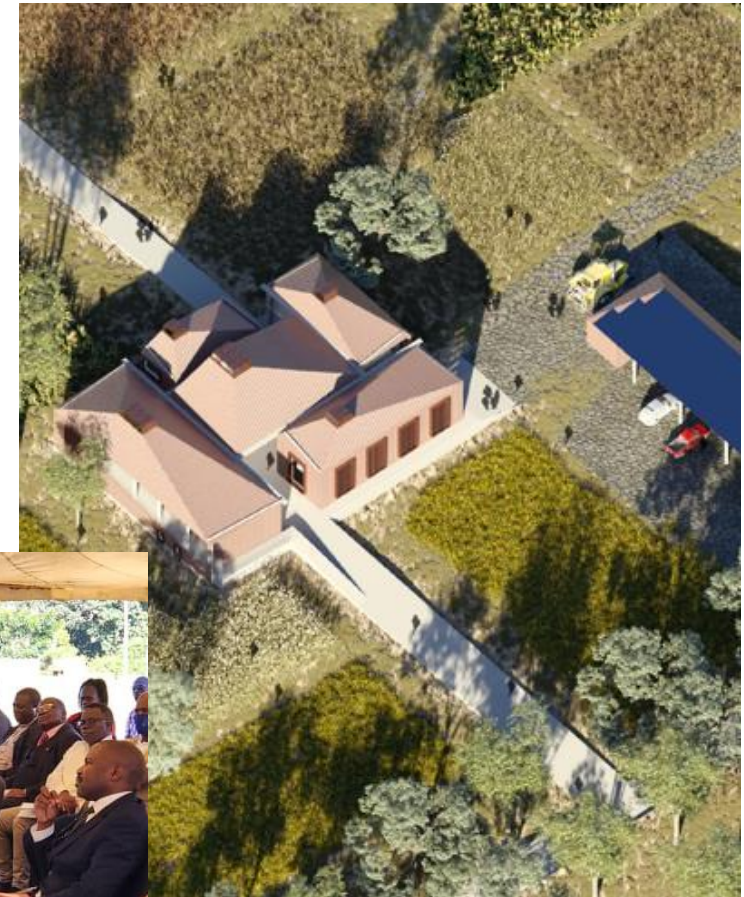
Tobacco Transformation Index Reports And Tools

To build on the 2022 Tobacco Transformation Index®, our grant in this area will focus on the third Index cycle of research, including both technical work on Index design and evolution, scientific research, and research on the country context within which the tobacco companies operate. In addition, the Index will expand and disseminate research in the areas of company-country analysis, reduced-risk product supply chain including waste materials, intellectual property, and global trends in nicotine.



Centre For Agricultural Transformation Building Construction In Malawi

The construction of the Centre for Agricultural Transformation building will begin in 2023 with funding from a Foundation for a Smoke-Free World grant. The new facility will be an inclusive science, technology, and business incubation center of excellence for smallholder farmers. The facility will be connected to the Lilongwe University of Agriculture and Natural Resources campus and the surrounding farms and villages.



2022 Publications, Reports, and Research Content

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